



European Commission DG XIII

Telework development in the European Union

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Head; New Methods of Work

Europe in 1999

- ◆ Sustained growth
- ◆ A single currency
- ◆ Telecommunications liberalization
- ◆ new employment creation:
 - A shift to services
 - 4 common priorities in employment policies
 - More people in employment



Guidelines for Employment Policies

Action Priorities:

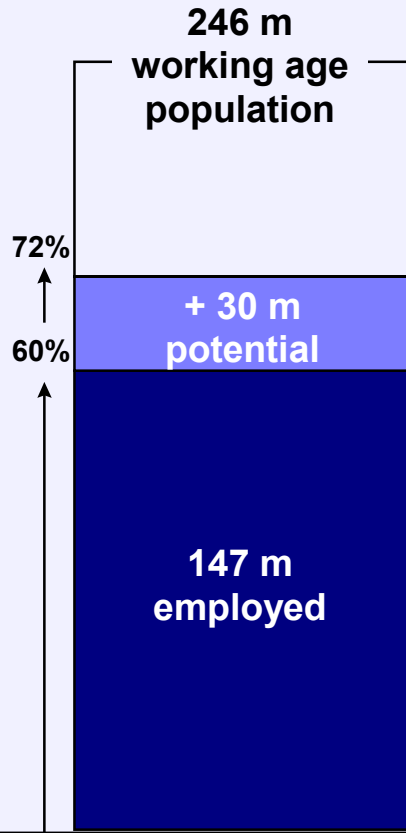
- ◆ Adaptability
- ◆ Employability
- ◆ Equal Opportunities
- ◆ Entrepreneurship



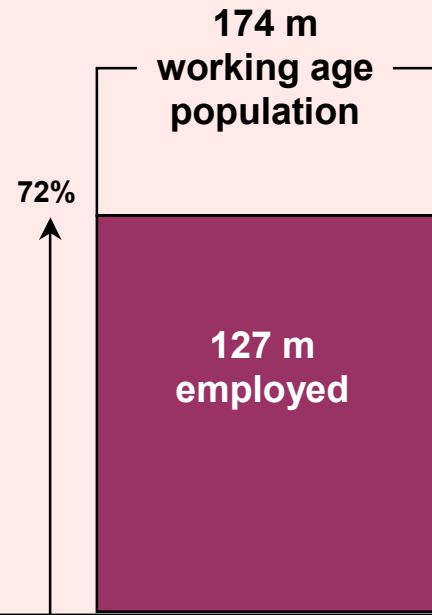
Europe's employment potential

1998

Europe

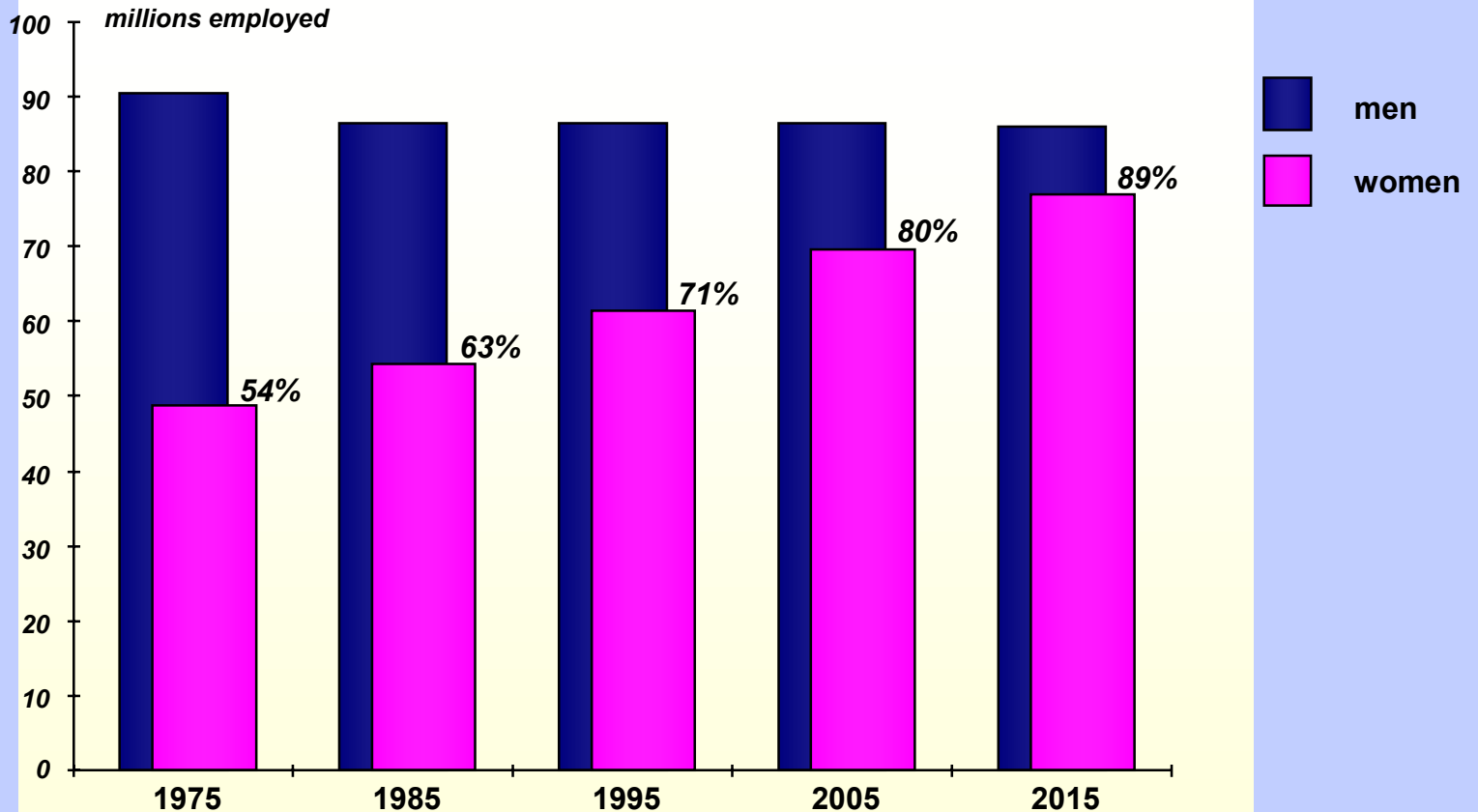


USA



Closing the Gender Gap

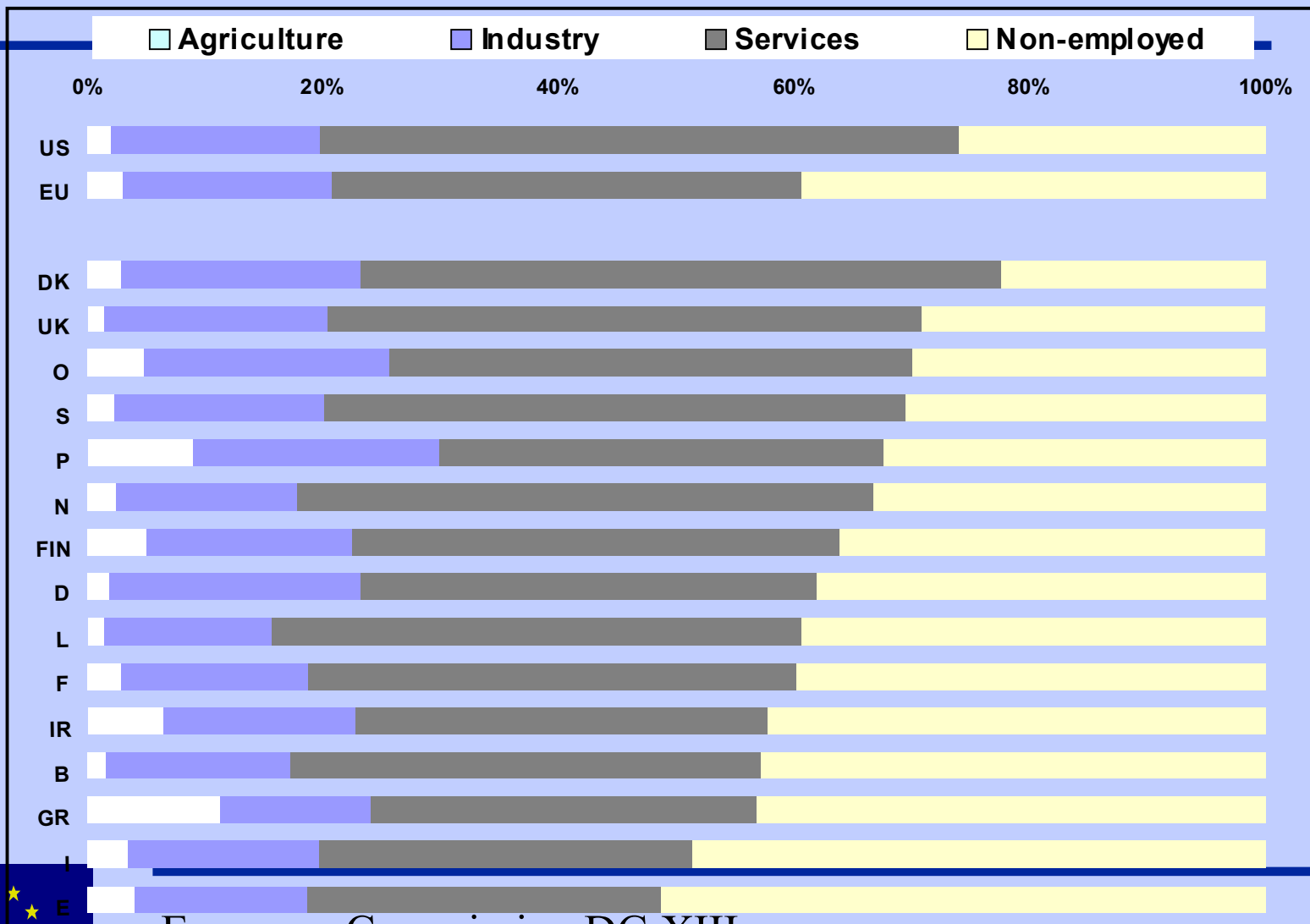
- women employed as % of men employed -



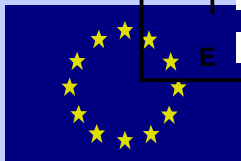
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Employment Potential of the Services Sector

Employment as percentage of population of working age - 1997

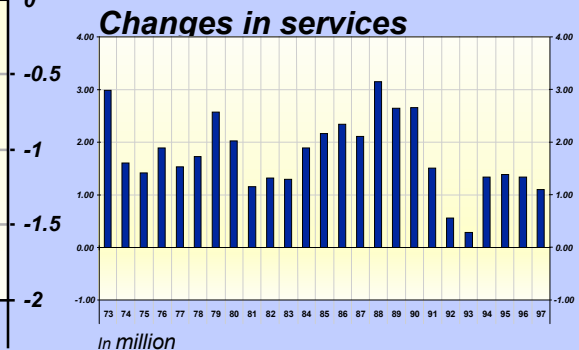
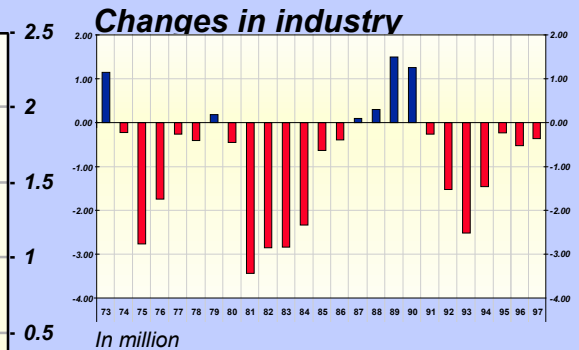
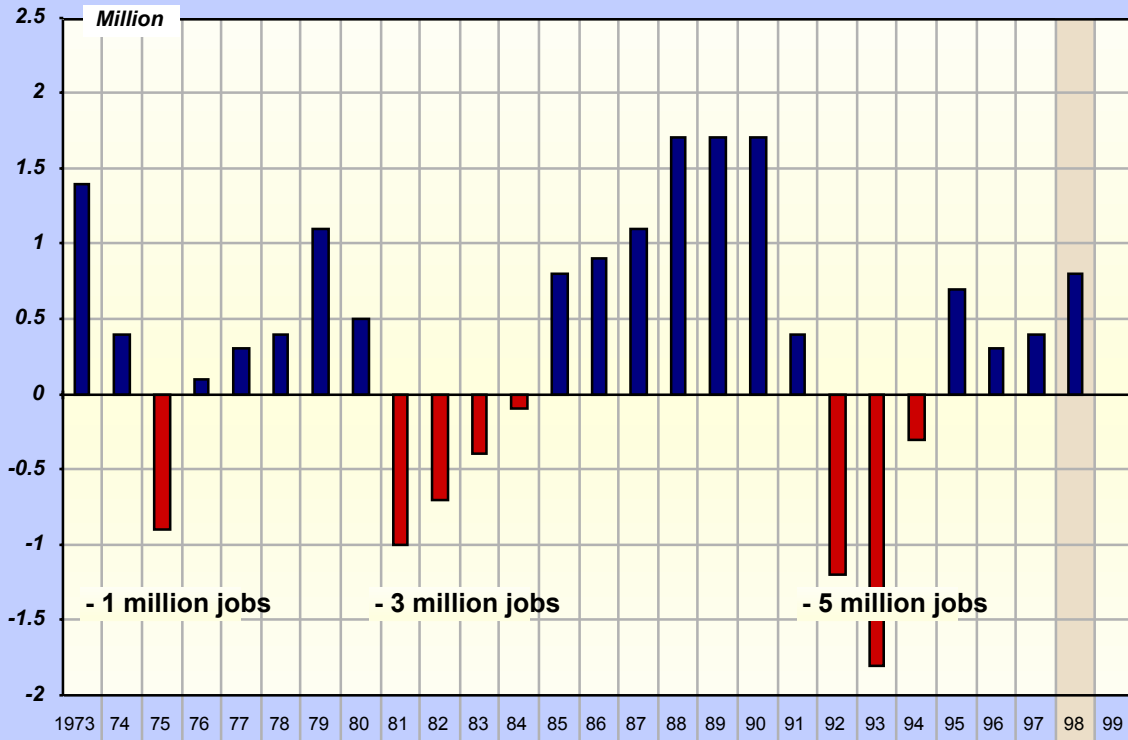


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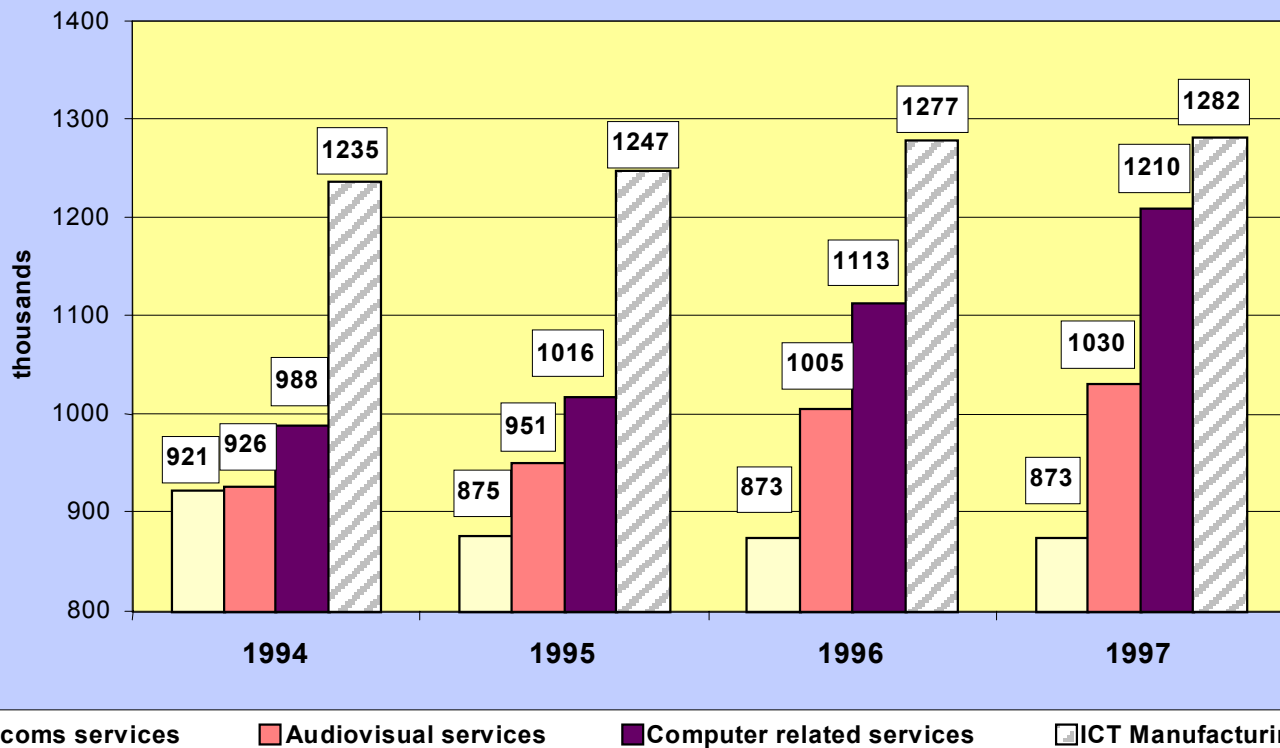
Changes in employment

EU 15 - 1973 - 1999



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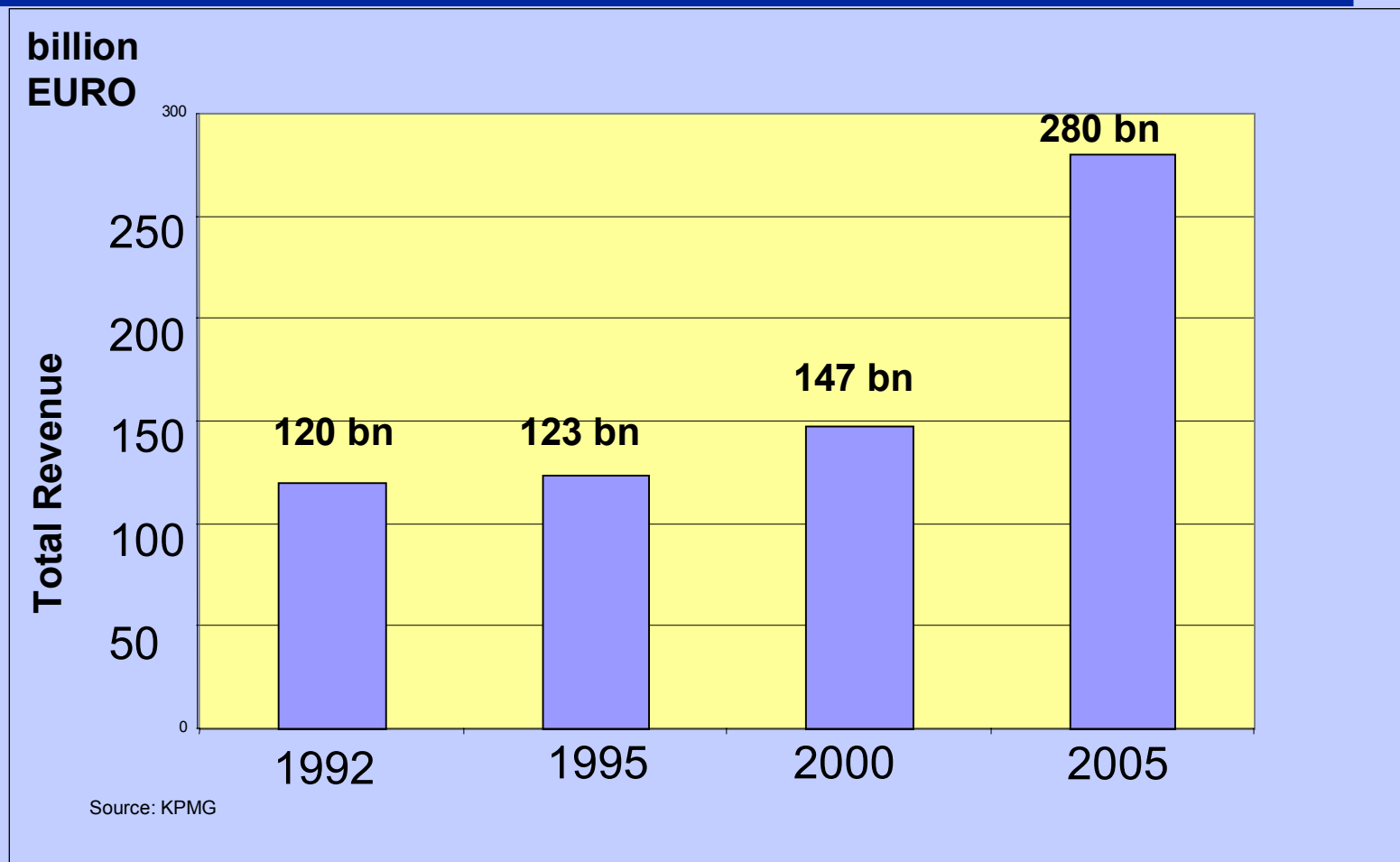
Employment in IS Industries



Source: Commission estimates based on Eurostat data



European Audiovisual growth forecasts

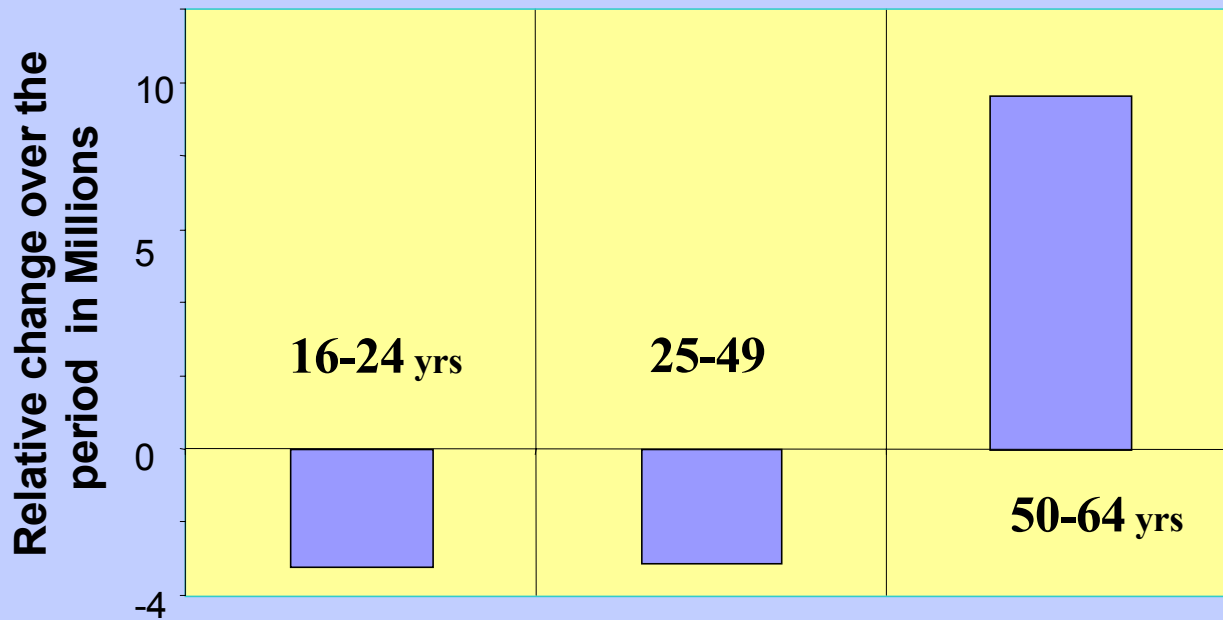


The new environment

- ◆ 100 million users of GSM services
- ◆ 450 channels of Digital TV / interactive services
- ◆ 30 million INTERNET users
- ◆ 9 million teleworkers . . .
- ◆ An ageing workforce



An Ageing Workforce . . .



Source: Commission based on Labour Force Survey



Technology perspectives in 2005

- ◆ 10-fold increase in computing power
 - Things that think
- ◆ 250-fold increase in communication capacity
 - Things that link
- ◆ Multi-media everywhere
- ◆ Voice interfaces and 3-D displays



Change the way people work

- ◆ For global competitiveness
 - flexibility; adaptability; high-skill
- ◆ To compensate for low mobility
 - bring work opportunities to all
- ◆ To increase the quality of working life
- ◆ To improve the sustainability of growth and employment



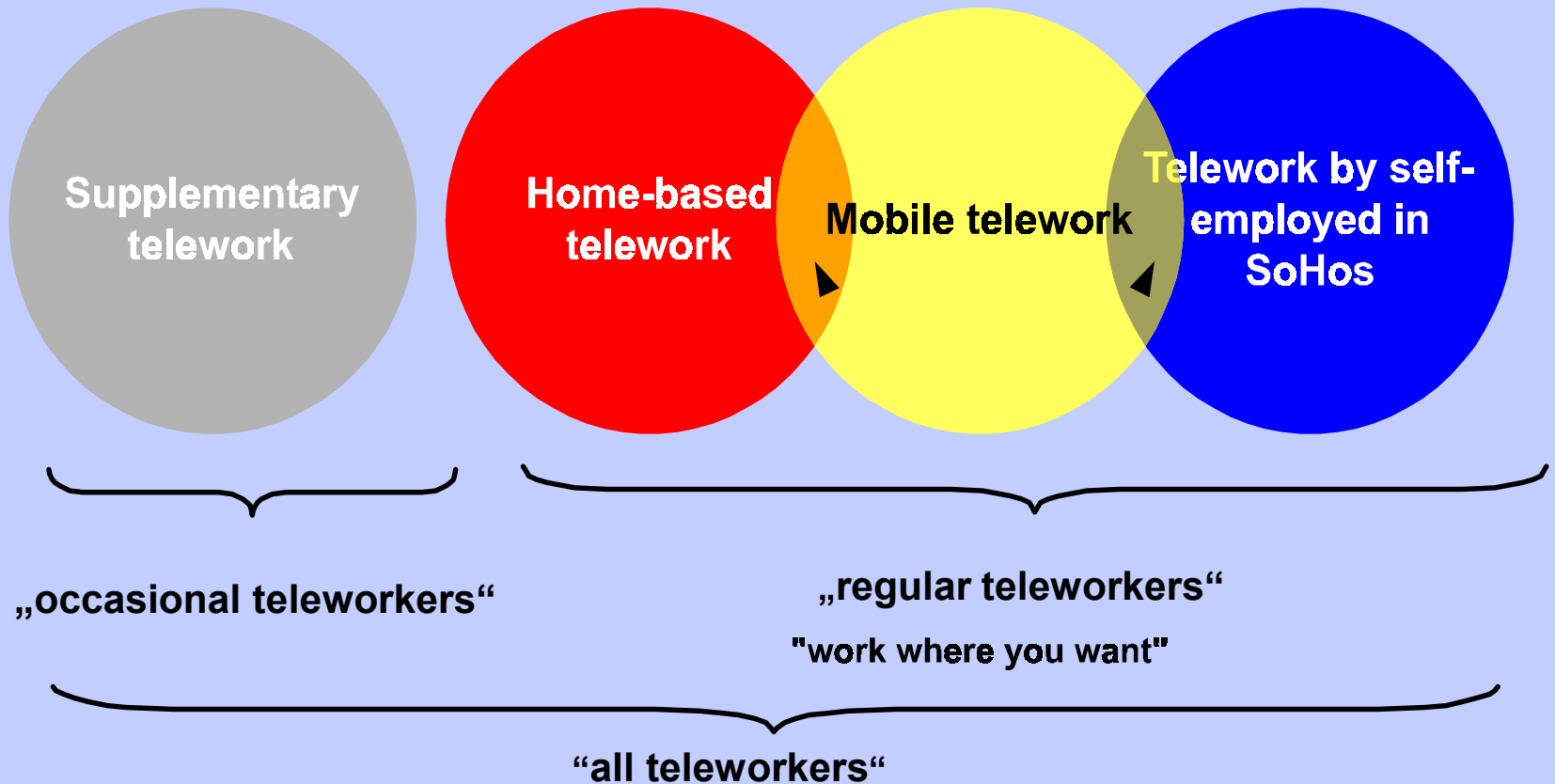
New ways to work in all sectors

Telework offers:

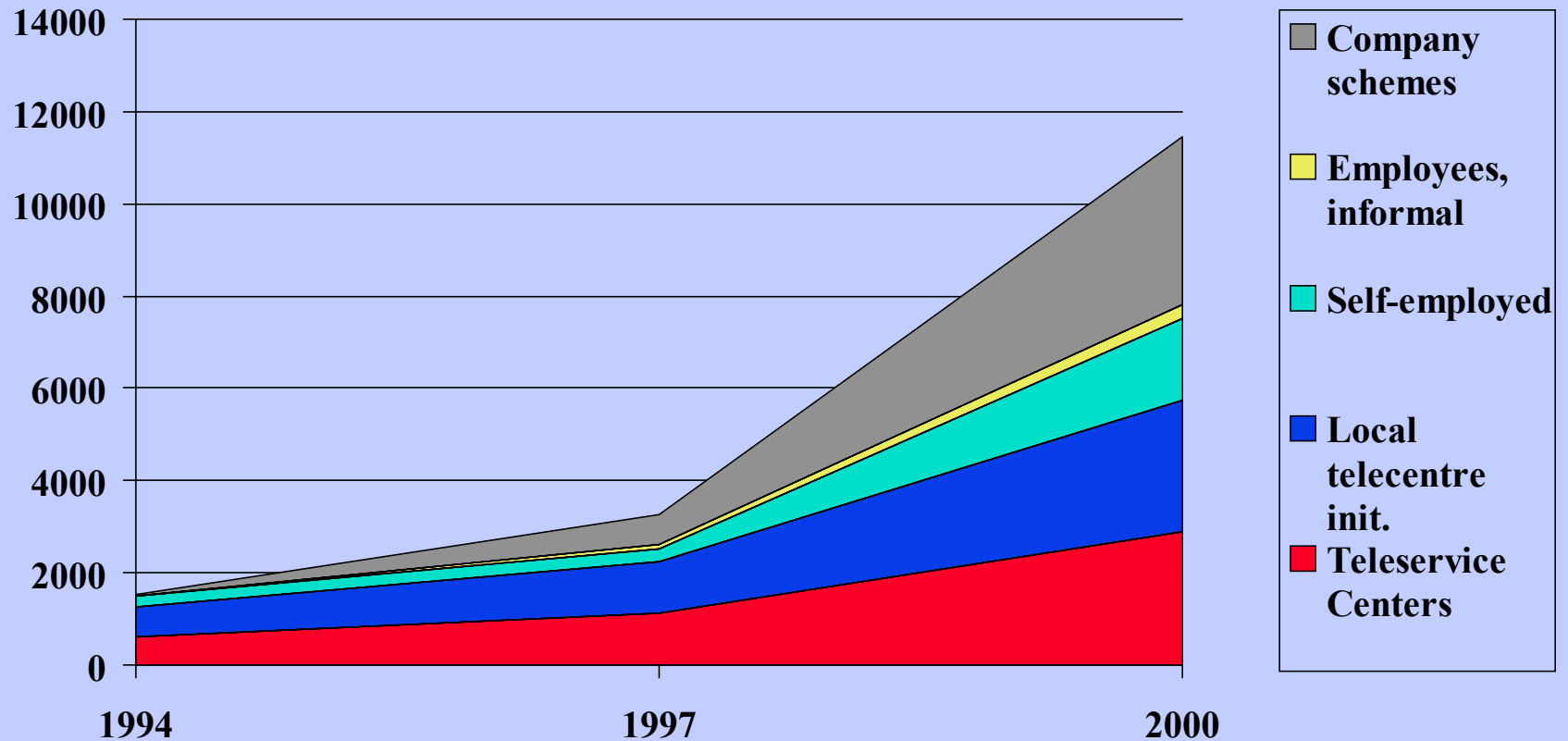
- ◆ Lower non-wage costs
- ◆ Flexibility in time and place
- ◆ Reduced investment for new job creation
- ◆ Financial viability for more new kinds of work



Types of telework



Telework Development by Segment

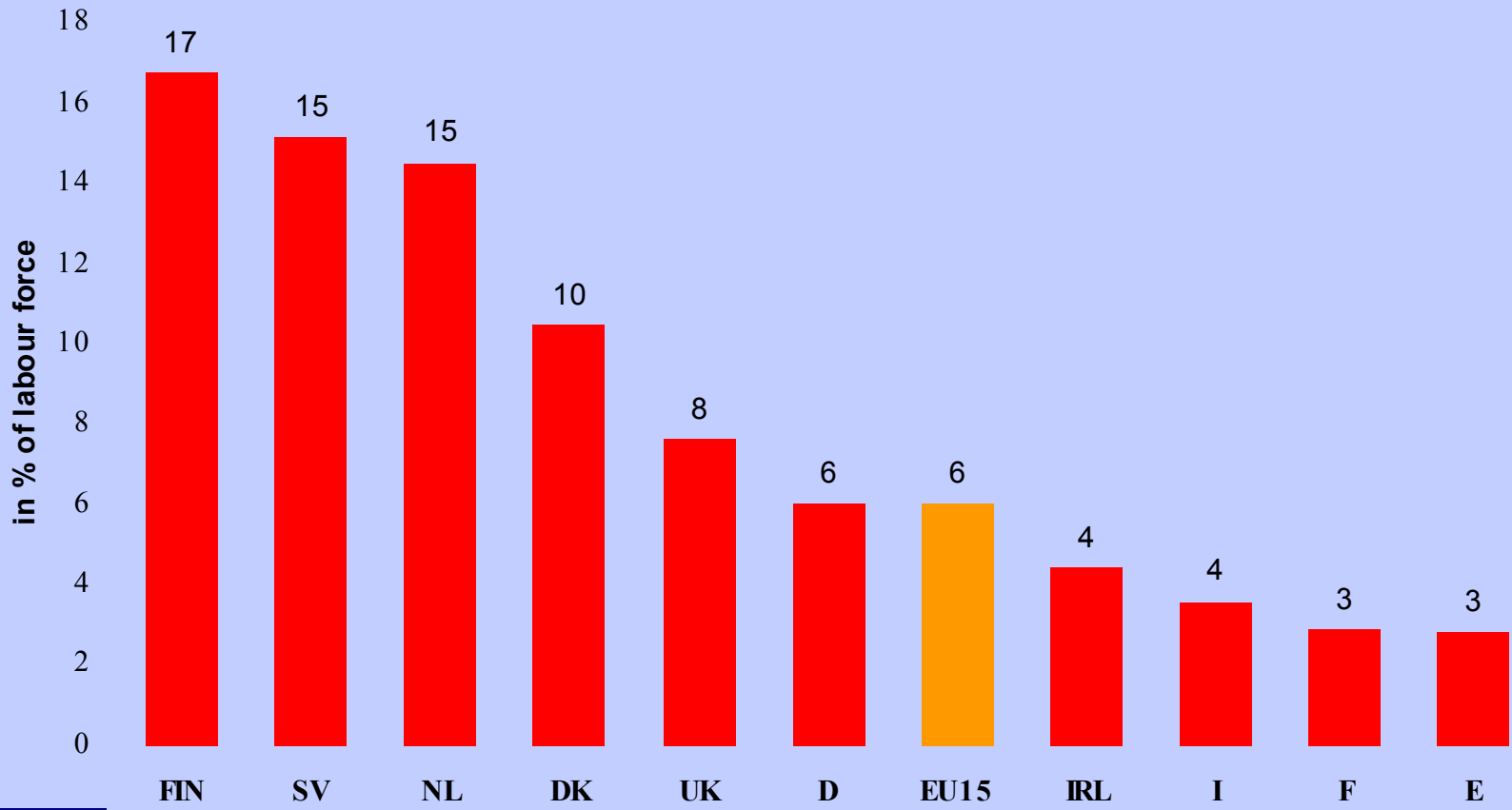


(source: EITO'98)



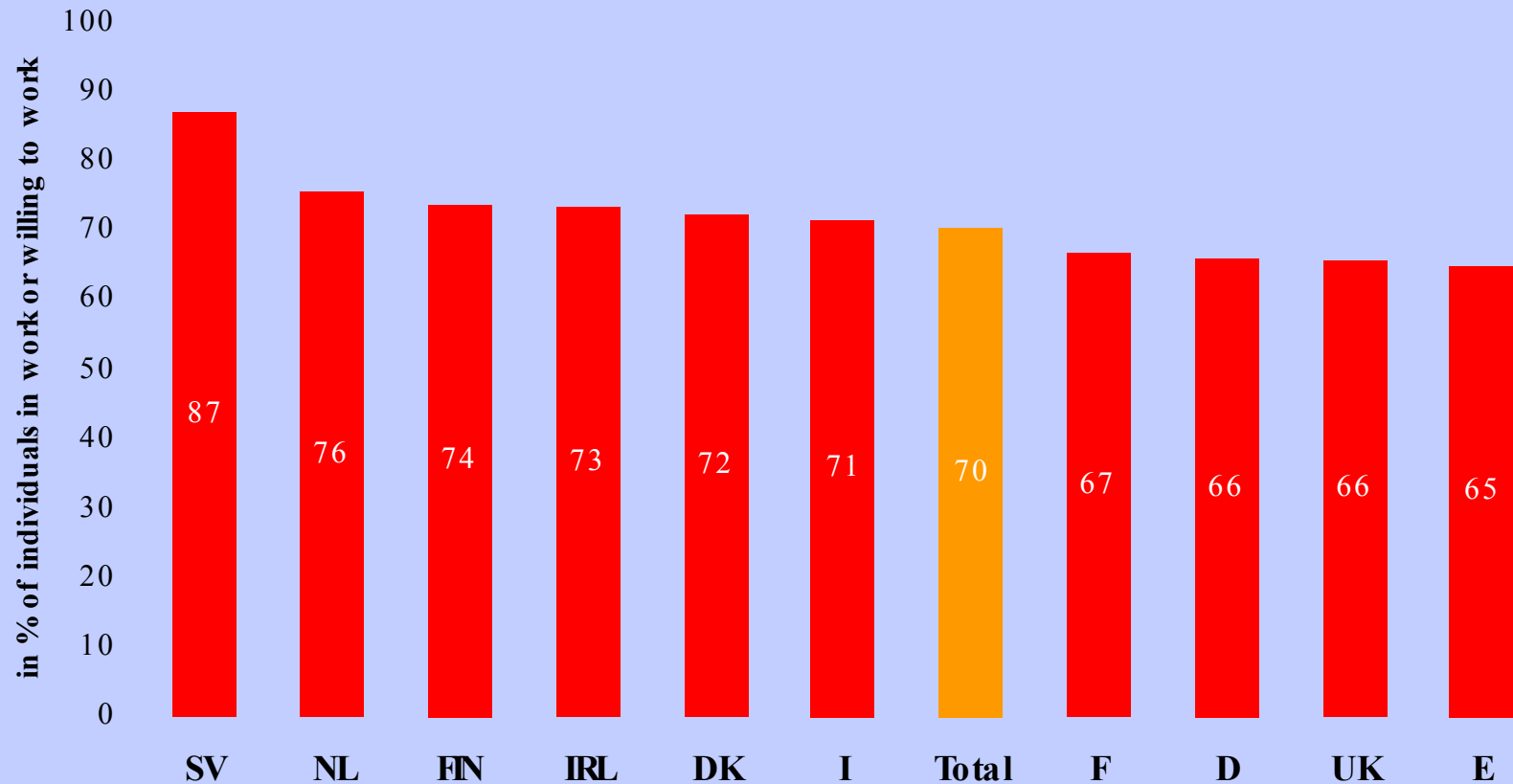
How many?

All teleworkers in Europe in % of total labour force

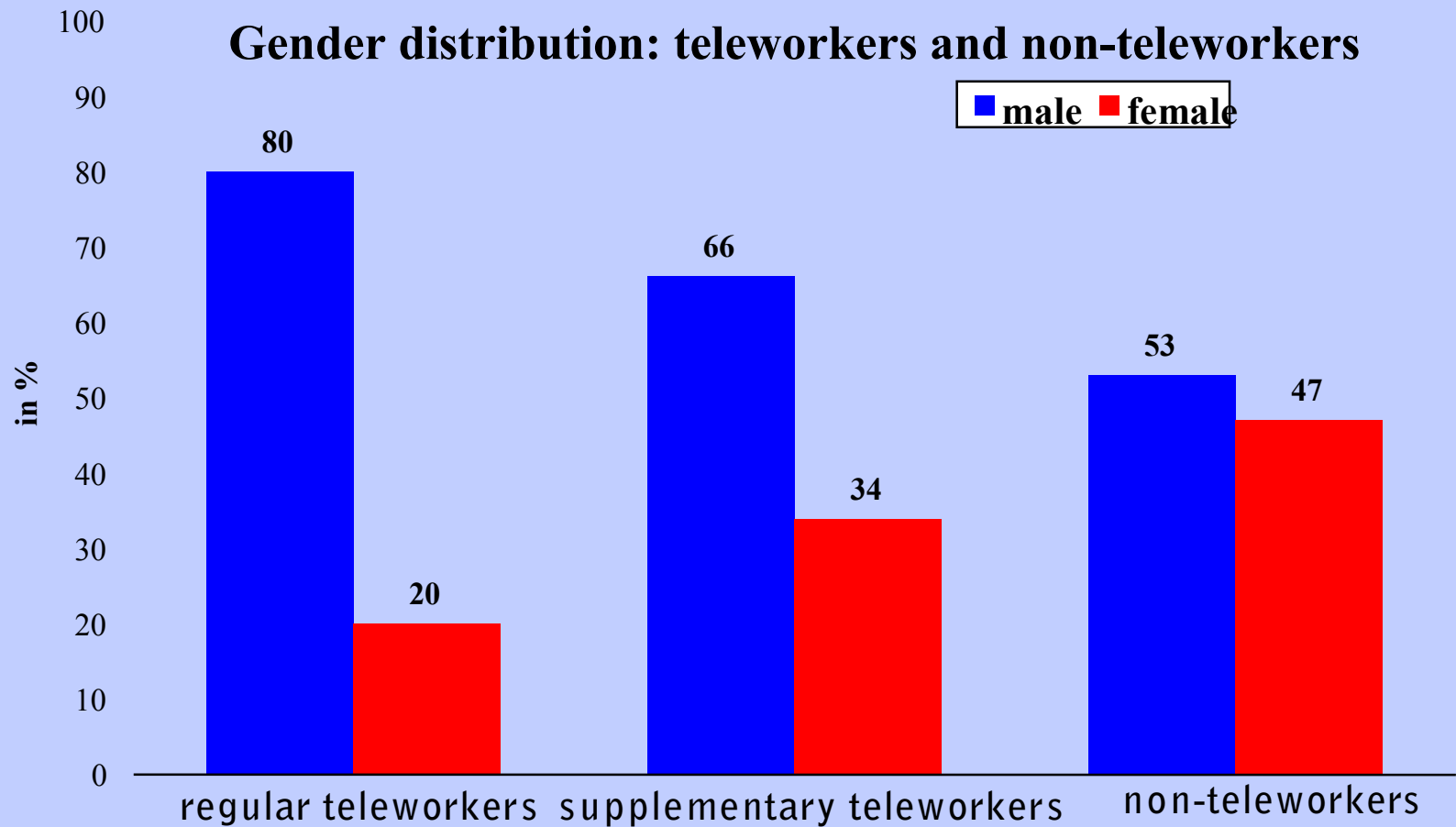


How many are interested in telework?

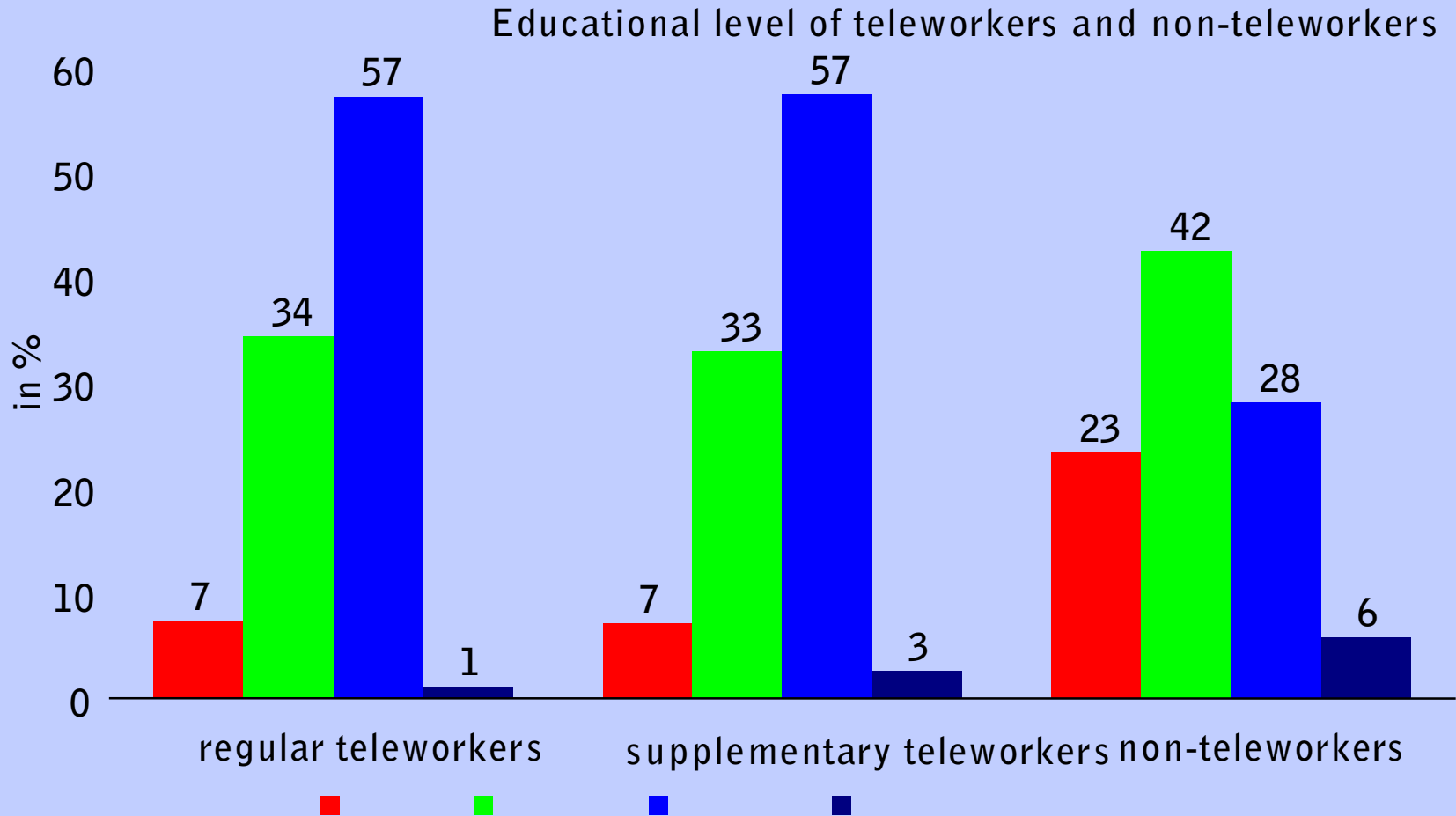
Demand side interest in telework: Any kind of telework



Who are they?



Who are they?

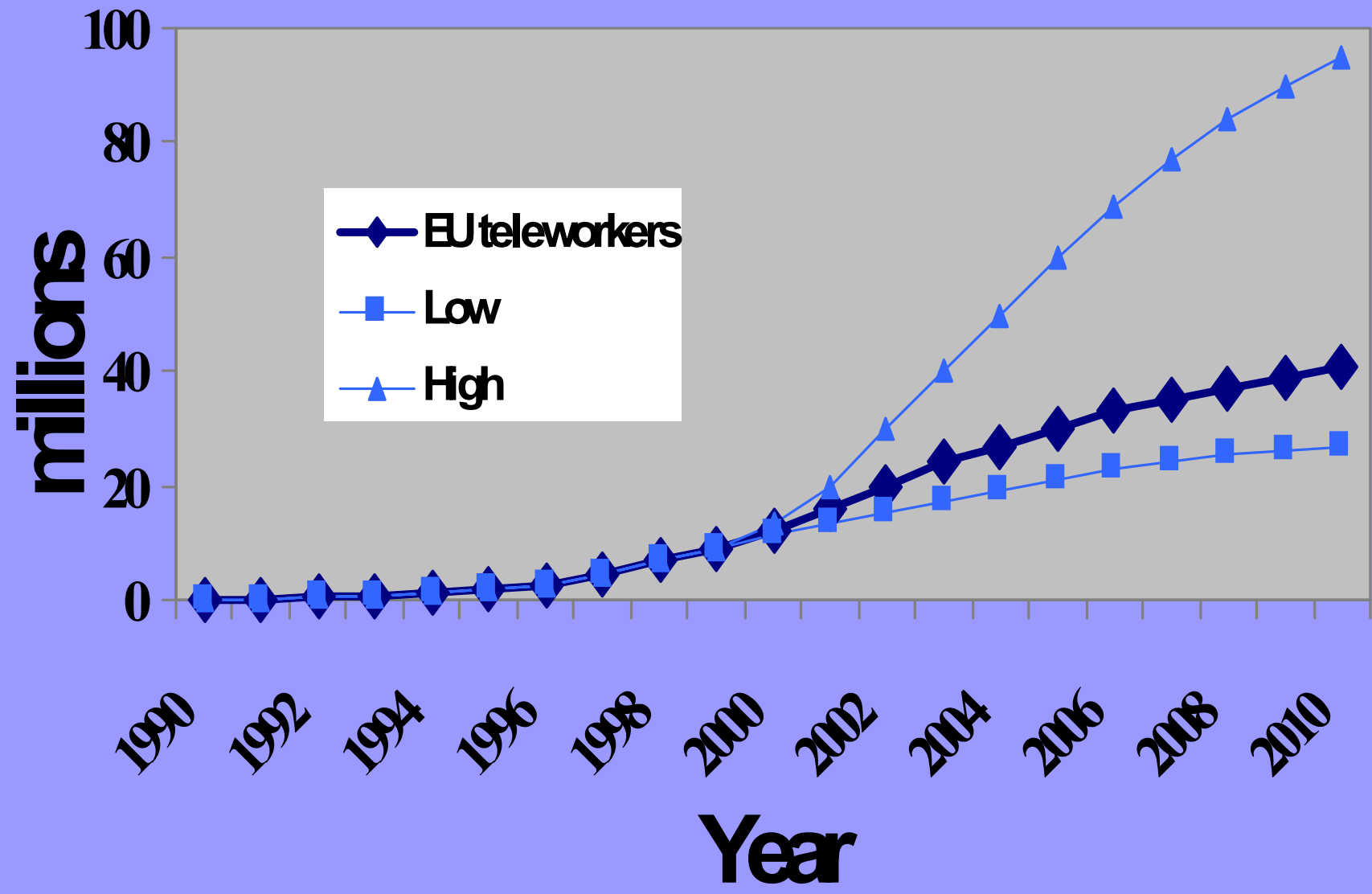


The typical European teleworker

- ◆ 40-year old man
- ◆ highly qualified
- ◆ managerial responsibility
- ◆ intensive IT user
- ◆ mobile
- ◆ household type same as non-teleworkers



Telework trends to 2010

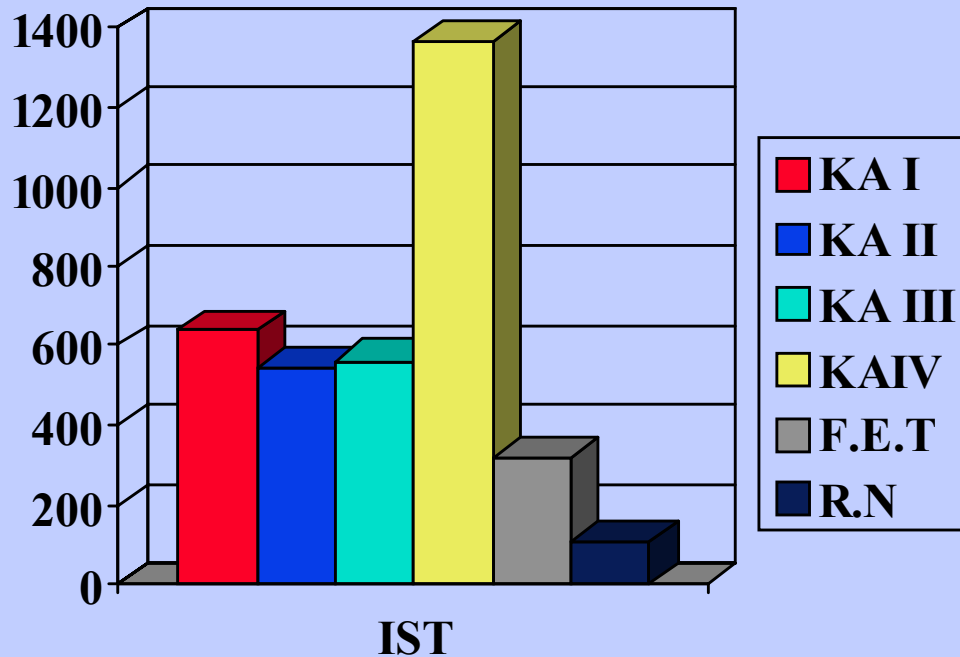


What tools for the new workplace?

- ◆ Anywhere; anytime;
- ◆ Networkable;
- ◆ Adaptable;
- ◆ Safe; Easy to learn; easy to use.
- ◆ Stimulate and facilitate creativity.



RTD for a user-friendly information society



- ◆ **KA I- Services for the citizen;**
- ◆ **KA II- New methods of work and electronic commerce;**
- ◆ **KA III- Multi-media content and tools;**
- ◆ **KA IV- Essential technologies and infrastructures.**

